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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Response to Remarks

Applicant's arguments filed on 09/24/2008 have been fully considered but they are not persuasive.

Relating to Claim 1:

In view of the fact, that **KNIGHT, PHILIP ANDREW et al.** teaches, "a channel analyzer monitors the level of changes.....and process the information to the user based on particular function." (**KNIGHT**, Pg.5; 14-24). Thus, it is evidently, the explanations above is directed to telecommunications systems and methods for process the information to the user based on particular function, also **KNIGHT** directed to the multiple mobile users as (**KNIGHT**, Pg.3; 18-20), that positively, edify by **KNIGHT**. Hence, it is believed that **KNIGHT** still teaches the claimed limitations.

In view of the fact, that **OWENSBY, CRAIG A.** teaches, "the system 10 of the invention, the wireless mobile terminal 12 is assigned a unique Subscriber Identification Code, as previously described. The unique Subscriber Identification Code identifies the wireless mobile terminal 12, and thus, identifies the subscriber and the subscriber account corresponding to the wireless mobile terminal. The Historical Response Data 28 relating to the messages previously provided to the subscriber and the responses made by the subscriber to the targeted messages is then determined and recorded from the identity of the subscriber and the subscriber account. The call signal, and the Wireless Mobile Location Data and the Subscriber Identification Code included with the call signal, is transmitted to the Ad Chooser Server 22 of the Call Management System 20 to identify the subscriber as well as the wireless mobile location of the subscriber. The predetermined criteria of the Ad Target Data 25 is then compared to the

Wireless Mobile Location Data and to the Historical Response Data 28 to choose the messages to be targeted to the subscriber from the pre-selected messages of the Ad Content Data 24. Accordingly, the messages chosen by the Ad Chooser Server 22 from the Ad Content Data 24 based on the Ad Target Data 25 are further targeted to the subscriber identified by the Subscriber Identification Code on the basis of the messages previously provided to the subscriber and the responses made to the targeted messages. As such, the subscriber is provided with a message that is targeted to the subscriber on the basis of the Historical Response Data 28 in addition to the wireless mobile location of the subscriber.” (OWENSBY, ¶ 0055). Thus, it is evidently, the explanations above is directed to telecommunications systems and methods for system and method is provided for inserting messages, and in particular, commercial information or advertisements, into a wireless mobile communication that are targeted to a subscriber of a Cellular Personal Communications Service (C/PCS) or a Global Mobile Personal Communications Service (GMPCS). In a preferred embodiment, the messages are targeted to the subscriber of the service on the basis of the wireless mobile location of the terminal at the time of the wireless mobile communication. In an alternative embodiment, the messages are further targeted to the subscriber on the basis of demographic and personal preference data pertaining to the subscriber. In another alternative embodiment, the messages are further targeted to the subscriber on the basis of the responses made to the messages previously provided to the subscriber. In another alternative embodiment, the messages are further targeted to the subscriber on the basis of the historical movement patterns of the subscriber. In yet another alternative embodiment, the subscriber is queried at the conclusion of a targeted message, at the conclusion of a group of targeted messages or at the conclusion of the wireless mobile

communication, to select one of several options. Based on the subscriber's response, the system may provide additional information relating to the targeted message previously provided to the subscriber, insert another message into the wireless mobile communication, forward a voice mail, e-mail or facsimile copy of the targeted message to the subscriber, or establish a direct telecommunications or other data link with a representative of the sponsor of the message, such as a telemarketer. The system includes at least a wireless mobile terminal, a Base Transceiver Station and a Call Management System. The method of the invention includes at least the steps of (1) compiling a first database of pre-selected messages to be targeted to the subscriber and predetermined criteria for choosing the messages to be targeted to the subscriber; (2) transmitting a wireless mobile communication comprising a call signal and Wireless Mobile Location Data included with the call signal; and (3) utilizing the predetermined criteria for choosing a message from the plurality of pre-selected messages to be targeted to the subscriber on the basis of the wireless mobile location of the terminal, that positively, edify by **OWENSBY**. Hence, it is believed that **OWENSBY** still teaches the claimed limitations.

The above arguments also recites for the other independent claims, consequently the response is the same explanation as set forth above with regard to claim 1.

Because the remaining claims depend directly/indirectly, from one of the independent claims discussed above, as a result the response is the same justification as set forth above.

With the intention of that explanation, it is believed and as enlighten above, the refutation are sustained.

/Sharad Rampuria/
Primary Examiner
Art Unit 2617

Application/Control Number: 10/018,502
Art Unit: 2617

Page 5